



COMFORT

THAT PAYS FOR ITSELF

PUBLISHED BY JOHNS-MANVILLE

Comfort

Everything that you have promised for winter heating has come true. As I told you, it was almost impossible to keep our floor warm during cold spells, but since installing the insulation, it seems to keep heat in the room down all the way to the floor. One thing is certain, my wife does not have to keep the children off the floor now. It is really uncanny how much difference insulation has made.

H. T. MORAN
Oklahoma City, Okla.

Economy

I wish to state how satisfied I am with your insulation job you did for me in 1942. In all fairness I can say that during the winter of 1941-42 I burned 11 tons of stoker coal. The winter following -after insulation-I burned only 5½ tons, a reduction of 50 per cent!

BERT ELFGEN, JR.
Alton, Illinois

Protection

About two months ago I had a fire at my home and if it were not for your insulation in the roof-as the fire started on the third floor, it undoubtedly would have burned to the ground.

The third floor was practically burned out-but in spite of this intense heat it would not melt the snow from the roof. This certainly proves the heat-resisting qualities of rock wool insulation.

W. J. DOWLING
Neenah, Wisc.

Health

I should like to let you know how pleased we are with Johns-Manville Rock Wool. Drafts have been reduced to where we find an even temperature from the ceiling to the floor.

Our family always has been susceptible to colds but this is the first winter no one had a cold and we feel it is due to the even temperature.

B. F. MAHALEY
San Pedro, Calif.



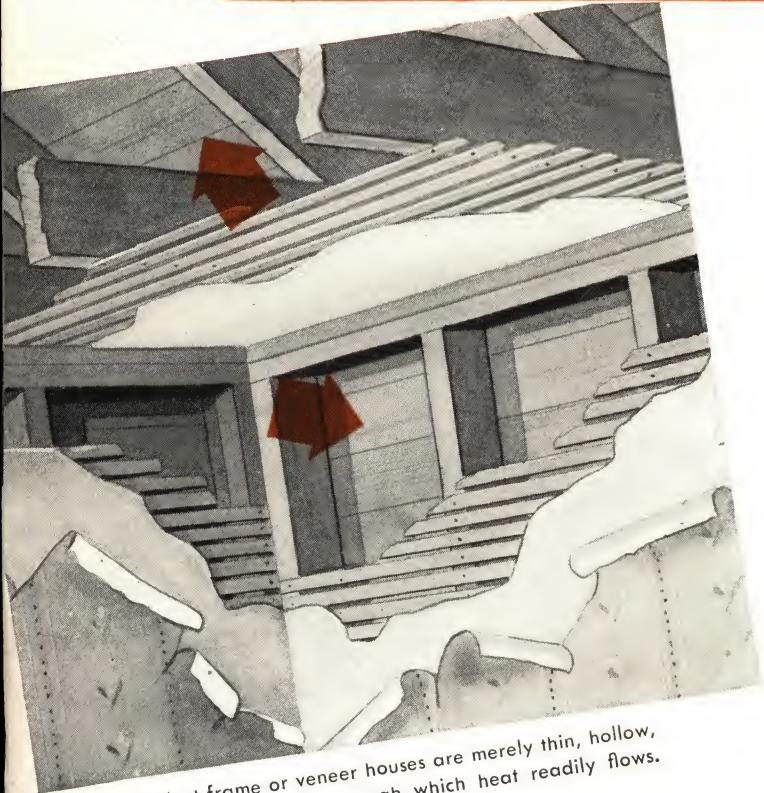
What Price Comfort?

Personal comfort to a large degree depends upon temperature. Actually, you are seldom conscious of being comfortable but you instantly realize when you are uncomfortable. When you feel cold, you seek warmth. When heat is oppressive, you seek coolness. Often just a very few degrees, one way or the other, will make the difference between annoying discomfort and pleasant, enjoyable home surroundings for every member of the family.

For centuries people thought they lived in comfortable houses but actually this was far from true. Millions of dwellings even today are little more than shelters from wind and rain. And in spite of the most modern heating systems, these houses are too often cold, drafty and hard-to-heat in winter. In summer the hot rays of the sun heat the interiors so that they remain unbearably hot far into the night.

The purpose of insulating a house is to minimize the penetration of summer heat through walls and roof, and to help prevent interior heat in winter from escaping to the cold air outside. When this is scientifically done, houses are more comfortable the year 'round and become healthier and more pleasant places in which to live.

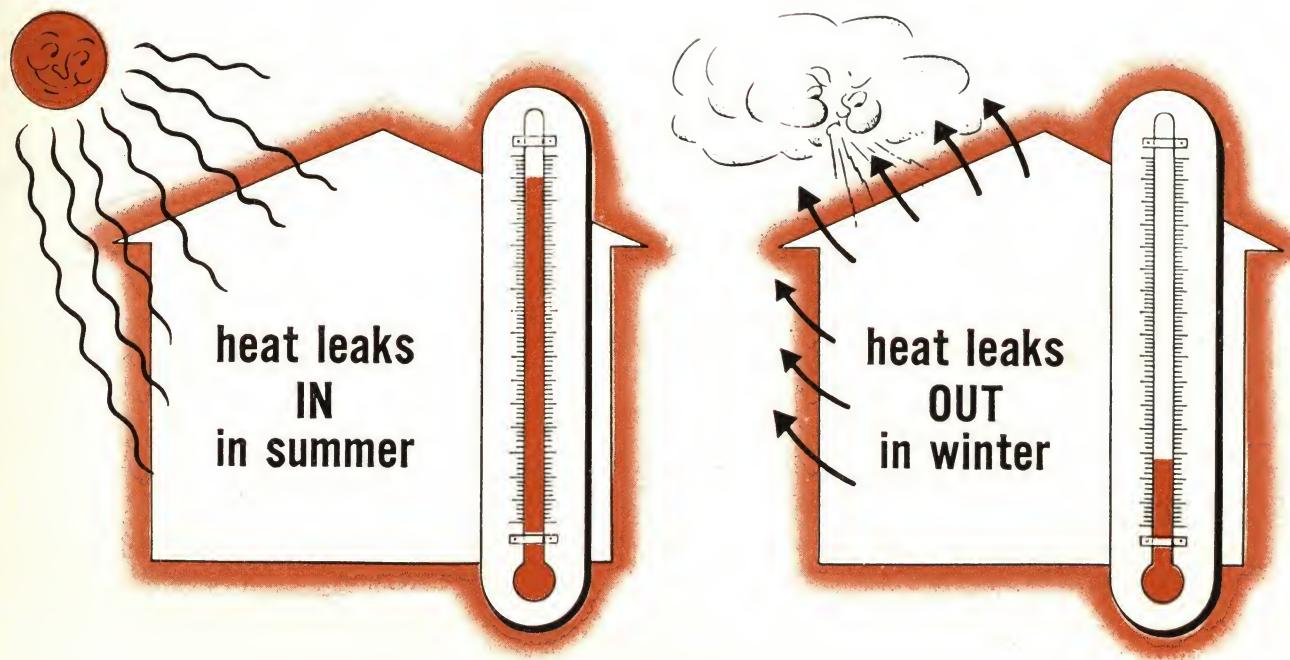
Even the best constructed houses LEAK HEAT



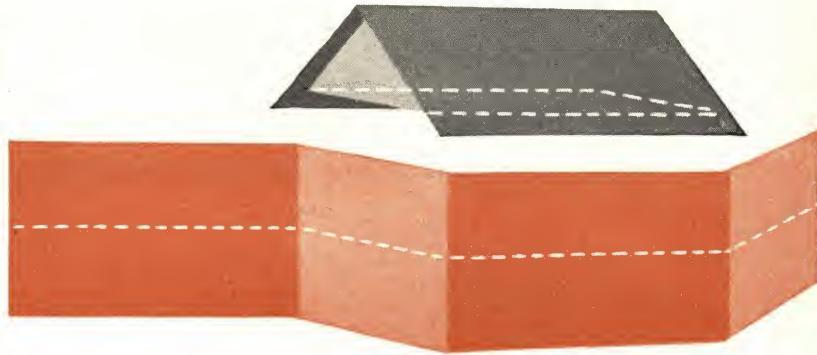
Most frame or veneer houses are merely thin, hollow, decorative shells through which heat readily flows.

Even though the finest structural materials and construction methods were used in building your home, it does not offer adequate protection from the weather *unless it is insulated!* Plaster, lath, studs, sheathing, roofing and siding of one form or another comprise a rigid, durable, but hollow shell that merely shields out snow, rain and the direct rays of the sun. However, structural materials — while sturdy and durable, wind- and water-resistant, actually give comparatively poor protection against the passage of heat during hot or cold weather.

If you took the plaster and lath off your walls and ceilings, this is what you would see — virtually four inches of heat-stealing space. Without insulation, summer heat flows in, winter furnace heat escapes through those hollow heat-leaking spaces in walls and roof. Small wonder then that rooms which are hot, sultry and unpleasant during summer are conversely drafty, chilly and hard-to-heat in winter. Only by filling these spaces with an effective barrier against the passage of heat can these undesirable conditions be corrected.



Insulating the attic is important. BUT don't neglect even larger heat-leaking wall surfaces



Many houses have wall surfaces more than three times as extensive as attic floor areas. All exposed surfaces require insulation for complete benefits.

While insulating the top floor ceiling, or roof area, of a house is one step toward gaining the comfort of an insulated home—only by completely surrounding the living quarters of your home with blown rock wool insulation can you gain the maximum benefits of an *insulated* house!

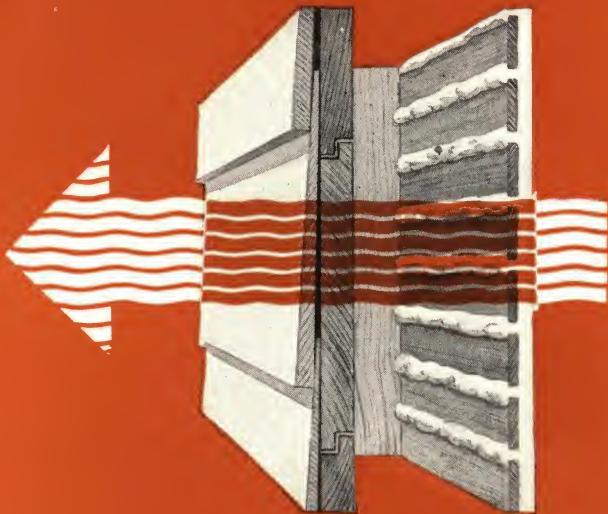
Consider for a moment how much more area the walls represent compared to the roof of a house—especially a multi-storied one—through which heat can either penetrate or escape.

You use an overcoat in winter, as well as a hat. Remember Rock Wool Home Insulation is not only an "overcoat" during freezing weather, but

an effective barrier against the entry of heat on hottest summer days.

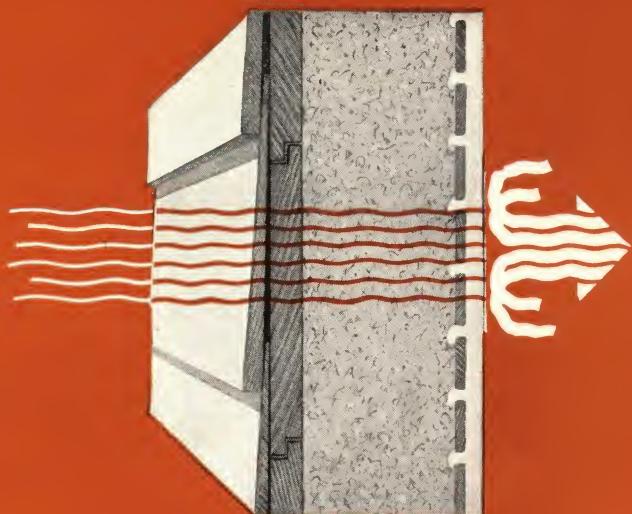
One extremely important point to remember: few people realize that cold wall surfaces bring discomfort because they draw heat from the body at a faster than normal speed—a rate faster than can be comfortably maintained. The room temperature may be 70° or higher, yet the occupant feels chilly.

Insulated walls, on the other hand, are uniformly warm walls—they do not steal heat from your body but provide increased comfort even at lower room temperatures.



NO INSULATION

Every square' foot of exterior wall area leaks heat at a surprisingly high rate. This means wasted dollars, less genuine comfort during cold weather.



INSULATED WALL

Up to 75% of the heat which formerly escaped through this wall is now conserved. Dollars are saved—more comfort assured.

JOHNS-MANVILLE pioneered the



Natural Rock Wool was found first in the Hawaiian Islands—the product of eruptions of the volcano "Kilanea." In "man-made volcanos" J-M scientists have commercially produced the tremendous quantities of rock wool being used today to make homes more comfortable.

Twenty years ago foresighted builders and architects were becoming increasingly aware of the value of insulating homes while under construction. But the scientific insulation of *existing* homes was practically unknown.

With a background of more than half a century of research, and practical experience as leaders in the field of industrial insulations, Johns-Manville scientists and engineers started work on this problem.

These experts not only developed Rock Wool to its present recognized high standard of insulating efficiency and economy, but also perfected the accepted scientific method of installing Rock Wool, by air pressure, into the hollow spaces in the attic and walls of homes already built.

During 1929, Johns-Manville insulated a house by the pneumatic method. It was the first time that rock wool had been installed in an existing home by this revolutionary new method. Today more than 1,000,000 American homes have been insulated with Johns-Manville Rock Wool home insulation . . . evidence that Johns-Manville has consistently maintained its position as the outstanding leader in the home insulation field.

And the workmen who do this job are experts—carefully trained. They work efficiently and without mess or disturbance. They leave the house looking exactly as it was, but what a difference in comfort, economy, protection.



Remote and ordinarily inaccessible attic areas are easily reached by J-M Home Insulation crewmen. All areas are covered. All sections are protected. A thorough job is accomplished with minimum disturbance to occupants of the house.

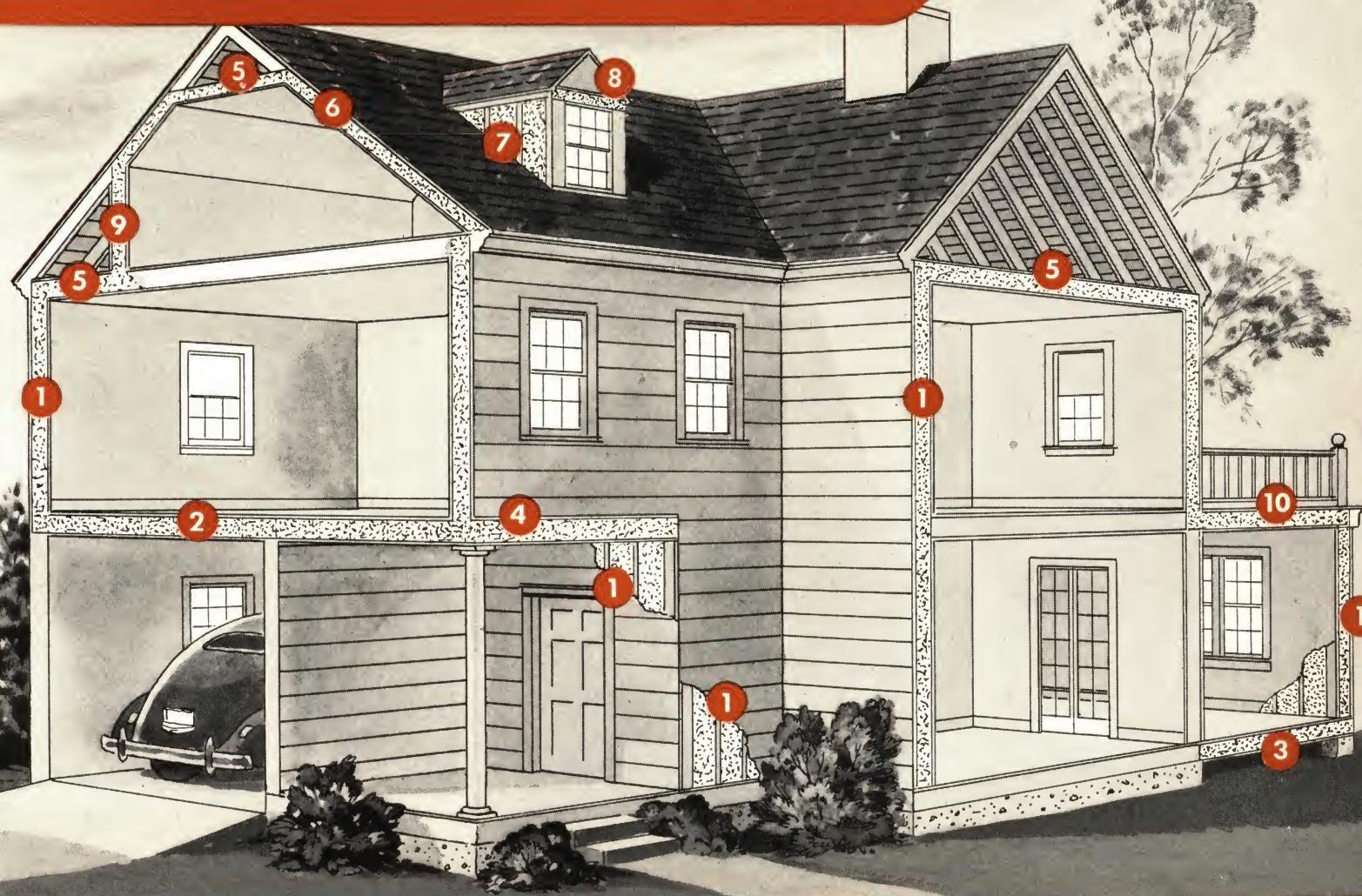


Trained workmen can insulate the walls of your home with J-M Rock Wool quickly and efficiently. The wool is "blown" through a hose. Openings are carefully made and skillfully closed, leaving no trace of the work.



The scientific insulation of a flat or low-pitched roof is handled with comparative ease and accuracy regardless of the type of roof covering. Skilled crewmen, carefully trained, properly seal back every opening.

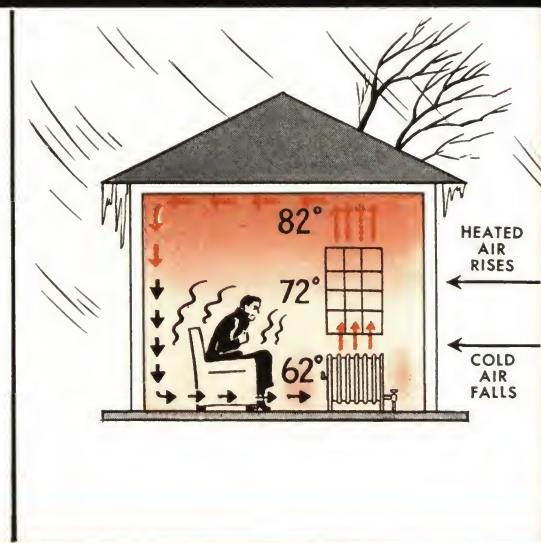
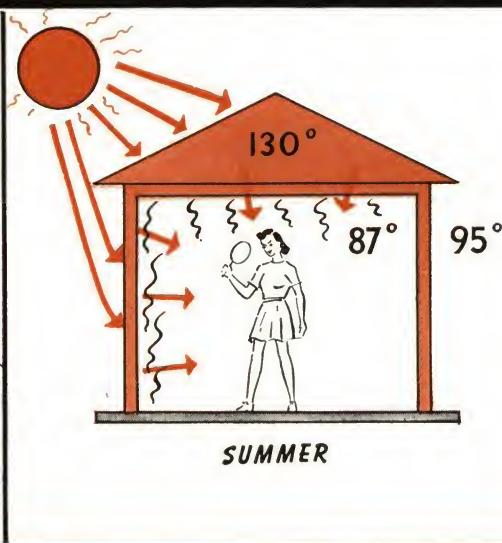
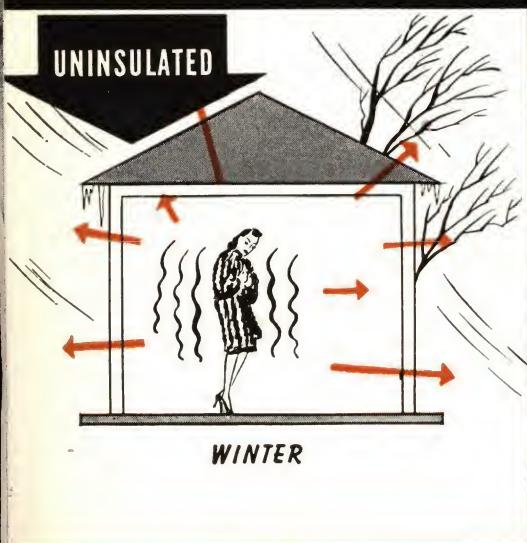
development of Home Insulation



CRITICAL AREAS THAT NEED INSULATION

Important to you as a homeowner is the fact that these skilled crews do a scientific, thorough job on every house, large or small. They know house construction—where and how to install J-M Rock Wool by "blowing" it into every insulatable area no matter how remote, so that no heat-leaking voids or thin spots rob you of a thorough insulation treatment. Above is a sketch of a typical house illustrating all the vital and critical areas which these skilled crewmen know must be insulated to assure maximum efficiency and benefits. You cannot afford to neglect any one of these areas if you want the complete comfort, economy and protection afforded by insulation.

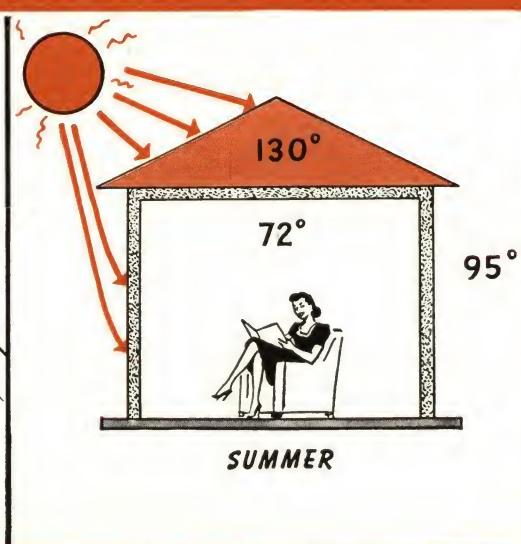
- 1 Exterior wall surfaces
- 2 Exposed floor above unheated garage
- 3 Floor above unexcavated area
- 4 Exposed floor over open porch
- 5 Ceiling below unfinished attic
- 6 Sloping ceiling area
- 7 Dormer cheeks
- 8 Dormer ceiling
- 9 Knee wall below sloping ceiling
- 10 Exposed ceiling below flat roof



RADIATION — Cold interior wall surfaces bring discomfort because they draw heat from the body at a rate faster than can be comfortably maintained. The room temperature may be 70 degrees or higher, yet the house feels chilly.

RADIATION — Walls and roof areas build up stores of heat all through the day and far into the night. This oppressive reservoir continues to radiate heat into the building, causing distress to the occupants.

CONVECTION — What causes drafts and cold zones near the floor? Cold interior wall surfaces rapidly cool the air near these surfaces. Air flow is accelerated by this chilled air which speeds along lower levels of the room.

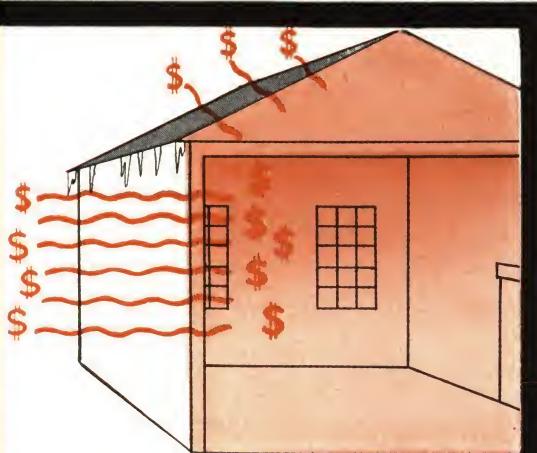


When insulated, wall surface temperatures closely correspond to inside air temperatures. The result is more uniform comfort throughout the entire house . . . Annoying chills are eliminated . . . no need for extra clothing to prevent rapid loss of body heat.

Heat on exterior wall surfaces and in attic areas does not easily penetrate the thick barrier of Rock Wool. Result — room temperatures stay in the comfort zone . . . no need to wait long hours for night air to cool rooms . . . refreshing rest is assured for every member of the family.

Insulated walls are warmer walls. They do not chill the warmer air in the room — they help maintain more uniform temperatures at all room levels. That means reduced drafts with the comfort zone reaching down to the floor level.

4 inches of J-M ROCK WOOL is equal to 11 feet of solid stone in protecting your home against summer heat—winter cold



CONDUCTION: In the same manner that heat is conducted to the handle of a teaspoon placed in a hot liquid—expensive furnace heat is rapidly conducted through walls and roof in winter. That means dollars wasted—excessive fuel bills.



When you surround your home with a full thickness of J-M Rock Wool, you actually have an effective barrier to the passage of heat. Tests show insulation effectively stops up to 75% of the heat which formerly escaped through walls and roof. Dollars are saved through fuel economies.

The unusually high insulating value of J-M Home Insulation is due to the countless air cells which are formed by the fibres entrapping dead air. There are literally millions of these microscopic air cells in each cubic inch of Rock Wool as it is blown into the wall spaces and under the roof of your home. The loss of heat caused by convection, conduction and radiation is practically eliminated. And in the full wall thickness of J-M Rock Wool you actually have a barrier to the passage of heat equal in insulating efficiency to 11 feet of solid stone!



Make This Simple Test Yourself

A simple but convincing test of the insulating efficiency of Rock Wool can be made using two cubes of ice of equal size. Enclose one cube in a ball of J-M Rock Wool and place it in a saucer. Put the second ice cube in another saucer without any protection and allow both saucers to stand side by side.

When the unprotected ice cube has completely melted away, unwrap the "insulated" one. You will be amazed to see how little it has melted—J-M Rock Wool has kept heat out.

Obviously, it will be just as difficult for the heat to get through your walls and attic floor, winter or summer, when a barrier of this same Rock Wool entirely surrounds your home.



JOHNS-MANVILLE BLOWN ROCK WOOL

Brings new standards of home comfort the year 'round



When a home is J-M Insulated, the rooms heat more uniformly. Youngsters are guarded against colds and ill health often caused by dangerous floor drafts so prevalent in uninsulated houses.

The whole family will enjoy home life in winter as never before, when every corner of every room is cozier and warmer...upstairs as well as down. Mother and children are grateful for the benefits brought by Johns-Manville Rock Wool, while dad not only enjoys the added comfort but also the substantial reductions in his monthly fuel bills.



ALWAYS
Snugger
AND
Warmer
IN WINTER

UP TO
15° Cooler
IN HOT
SUMMER
WEATHER

You awake mornings with renewed zest after full nights of refreshing slumber—for J-M Rock Wool has thoroughly done its job of safeguarding rooms against absorbing undesirable heat during day-long exposure to the sun. And there is no need to wait long hours for night air to cool the house before retiring.

Every member of the family appreciates the new atmosphere of cool comfort throughout the house. J-M Home Insulation is a particularly worth-while investment from the baby's point of view—afternoon naps in cool, healthful rooms, even during hottest weather.





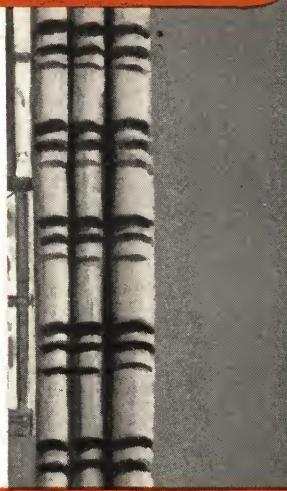
Comfort THAT PAYS FOR ITSELF

Johns-Manville Home Insulation is not only a comfort—it's Comfort That Pays For Itself. As a matter of fact, Insulation is the one home improvement that—over the years—does not cost the owner one cent and never needs maintenance, upkeep or replacement. It is an investment that can return substantial dividends in the form of actual savings—savings that continue year after year as long as the house stands.

YOU SAVE THESE 3 WAYS

REDECORATING EXPENSE

Many home owners have reported that the savings in decorating costs have been a substantial plus benefit from Home Insulation. Decorating expenses are greatly reduced because the warmer walls and ceilings of the insulated house do not discolor so readily. The U. S. Bureau of Mines, Circular No. 7220 states: "Well-recognized by mortgage lenders is the fact that insulation in side walls and ceilings reduces the number of times the interior of a house must be redecorated."



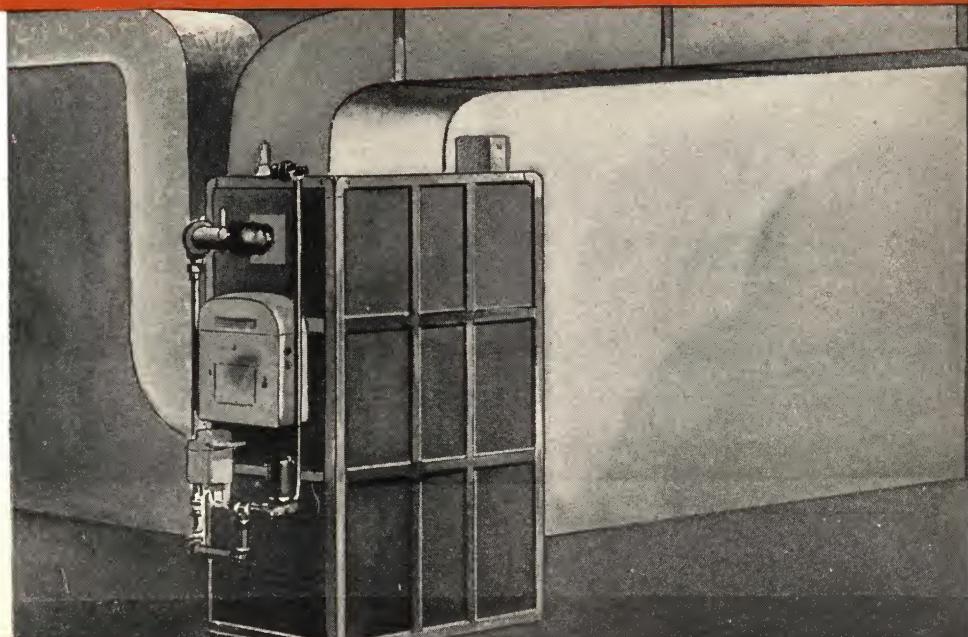
FUEL SAVINGS

Savings of up to 30% are not uncommon in houses insulated with Johns-Manville rock wool even where the heating season is of only short duration.

Have you ever wondered why snow melts on the roofs of some houses, and not on others? The answer is simple: Because expensive heat does not escape through the roof of the insulated house to melt the snow. It stays in where it belongs to keep occupants comfortable, with less fuel consumption.

EQUIPMENT ECONOMY

Heating and air conditioning experts recommend Rock Wool Home Insulation to provide full efficiency of their equipment and the lowest operating expense. Insulation also often permits the use of smaller size, more economical units. So if you are planning to have air conditioning, or changing to automatic fuel, J-M Rock Wool Insulation should be at the top of your "home improvement list."



You get protection against the hazard



J-M Rock Wool in roof and sidewalls provides an effective safeguard against the ever present hazard of communicated fires.



J-M Insulation helps avoid forcing the furnace during severe weather. The equipment heats the house comfortably without danger of overheated flues.

FAULTY WIRING A DANGEROUS HAZARD—The booklet "Safeguarding The Home Against Fire"—prepared by the National Board of Fire Underwriters—states: "Figures prove that the fire loss from electricity stands fifth in the list of known causes. Fires due to the electric current often break out behind walls or under floors where it is difficult to get at them." Rock Wool Insulation, by filling walls through which electric cables run, provides protection in two ways. It muffles sparks or overheated wiring and helps confine damage to a local area.

Johns-Manville Blown Rock Wool Home Insulation is fire-proof—it absolutely will not support combustion!

Before your house is insulated, the hollow spaces between the inner and outer walls are veritable flues through which flames can race. But J-M Home Insulation when "blown" into these hollow wall spaces to full thickness, completely eliminates these flue-like openings all around the house and minimizes the danger of insidious wall fires. If a fire should break out in the wall it would make little or no headway since the wool itself acts as an effective fire-stop. There are many letters on file from grateful home owners whose houses have caught fire, but thanks to the barrier of fireproof Johns-Manville Home Insulation, the flames were confined and easily held under control.

Johns-Manville Home Insulation is regarded as such an excellent fire-stop that it is now used extensively in hollow partition walls of tenements and multiple dwellings where city ordinances require fire-retarded walls. This helps confine the flames to one apartment and thus prevents a general spread of fire throughout the building.



"If it had not been for J-M Home Insulation and for the fact that you sold it to me, I doubt seriously if any member of my family or myself would have survived the fire that swept my home on December 4, 1945. Only the retardation of the fire due to the insulation made safe escape possible."

E. F. Cochrane, Commander, U.S.N. (Retired), Annapolis, Md.

rds of . . . FIRE

THE BLOWTORCH TEST

proves the Fireproof quality of Johns-Manville "Blown" Rock Wool which carries the approval of the Underwriters Laboratories. Rock Wool contains nothing that will burn — nor is any chemical treatment required to make J-M Rock Wool "flame proof" or "fire resistant."



"Actually the only thing that confined the fire within the room and prevented it from bursting through the walls and ceiling, was the insulation you installed more than 10 years ago. If it were not for that insulation, we all believe the entire house would have been consumed."

Prof. C. H. Sprague, Port Washington, N. Y.



"A section of our chimney near the attic floor burned out. It must have started burning through at 5 A.M., and continued unnoticed until 6 P.M. Due to the fact that our attic was insulated, the fire was being smothered or the attic would have been all afire. We are sure insulation saved our home."

Don Stacy, RFD #1, Canton, N. Y.

Your neighbors know —



"After using your insulation for two years, we are indeed completely satisfied with it. We feel that we have had a saving of about 35% in our fuel cost and much comfort throughout the hot weather."

— William Rudolph, Omaha, Neb.



"The rock wool insulation your firm blew into my home last fall has proved most successful. The house was uniformly warm all winter and drafts were practically eliminated. In spite of last year's colder weather, my fuel consumption was more than 30% less than the previous year."

— Kosta Peter, Worcester, Mass.



"Last summer, I had my house insulated with Johns-Manville rock wool. It certainly is a comfort. I've cut down considerably on my overhead, as far as heating is concerned. In addition, our home is warmer in winter, cooler in summertime — far more comfortable than ever before."

— Dr. W. A. Coventry, Duluth, Minn.



"I want to tell you how pleased we are with J-M Rock Wool insulation you installed in our home. In summer time our house is delightfully cool and in winter, cozy and warm. Our coal bill has been reduced from \$180.00 to \$130.00."

— Robert A. Wagner, Catonsville, Maryland



"As I told you, it was almost impossible to keep our floor warm during cold spells, but since installing the insulation, it seems to keep the heat down in the room all the way to the floor. One thing is certain, my wife does not have to keep the children off the floor now. In the short time that we have had it, we already have noticed a reduction in our gas bill and only keep our floor furnaces on about half way now, whereas we formerly had them turned up all of the way and had a fireplace gas stove going also."

— H. T. Moran, Oklahoma City

here's what they say . . .



"A bathroom that had to have the water disconnected (to prevent freezing) every winter before the house was insulated, is now in operation all year. The house is warmer in winter and very much cooler in the summer. I cannot recommend Johns-Manville too highly."

— Edmund W. Wakelee, Demarest, N. J.



"I have discovered that while I thought J-M insulation cooled beautifully in the summertime, the added comfort I am getting from it during winter is many times greater than I expected. The difference in my home is so great that I couldn't help but let you know I think the insulation was the best investment I ever made, bar none."

— J. Wilson Dayton, Bayside, N. Y. C.



"My home is heated by gas. Prior to insulation with J-M Rock Wool, the second floor was cold in winter, hot in summer. Now, temperatures on both floors remain equal at all times, and I am saving 25% on heating costs."

— Frank Katlin, Chicago, Ill.



"The benefits have been felt both in summer and winter. In summer we have comfortable bedrooms and in winter the house is heated uniformly with 35% fuel savings."

— Mrs. J. M. Langford, Atlanta, Ga.

4

THESE OWNERS REPORT:

*fuel savings
up to 40%*

**By cutting down heat loss
through walls and roof, J-M
Blown Rock Wool can help
make important savings in
home heating expense.**

**Read what savings these
homeowners now enjoy as
the result of J-M insulation.**

**Think what such savings might
mean in terms of your own
winter fuel bills.**

"Before insulation in this same house I had burned between seven and eight tons of coke. At the time of insulating, I had eight tons of coke in the basement. I used from that same eight tons the winter of 1941-42 and also the winter of 1942-1943. This past summer when my coke dealer refilled my bin, I still had two tons left. That means I used only three tons of coke per winter."

— Dr. James M. Davis,
1544 Roosevelt Ave., Indianapolis

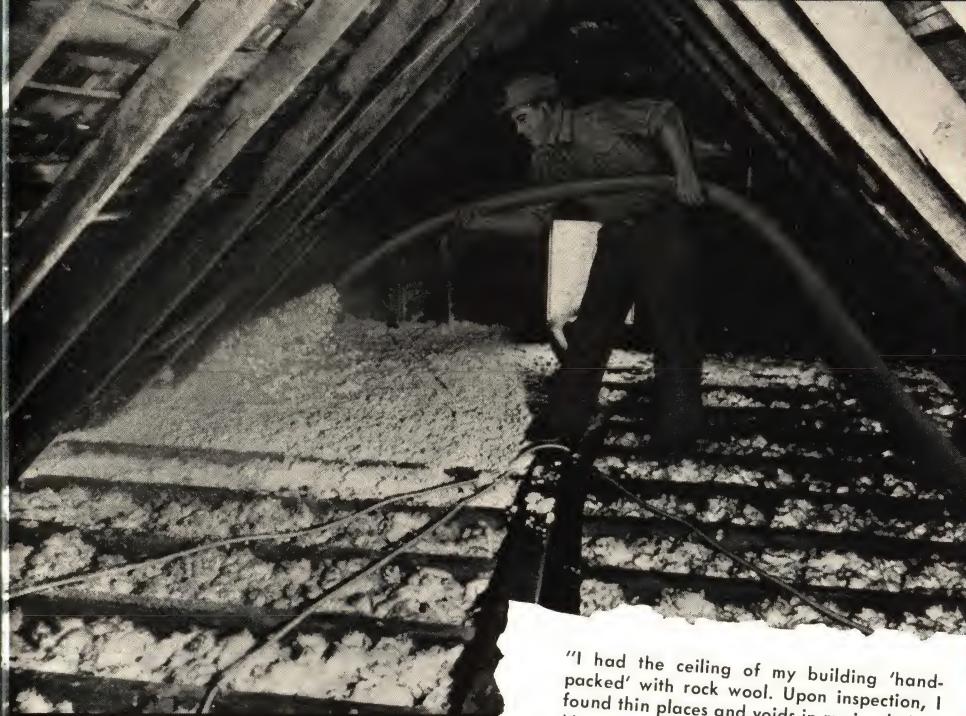
"I am also greatly pleased with the added comfort, and also the saving of fuel oil through insulation. During the season of 1941-1942 I used 1550 gallons of oil. However, although the 1942-1943 season was considerably colder, I feel confident that 900 gallons will be sufficient. This is a saving of almost 42%!" — C. A. Broecker, Racine, Wisc.

"I have been heating my home with oil and am pleased to state that with your insulation I have been able to reduce my annual fuel expense from \$275 to \$155 (43%). It is most gratifying to realize such an immediate return on my original investment."

— Victor B. Edson, Syracuse, N. Y.

"The yearly cost of heating our home was \$87.77 before J-M Home Insulation was installed. Last year the whole heating season cost \$48.13, a saving of 45%."

— Ed. Brockmeyer, Lockland, Cincinnati, O.



"About a year ago we had our home completely insulated with Johns-Manville Insulation. The comfort and warmth and the saving in fuel was a pleasant surprise. The men worked quickly and left no muss. The yard was as clean when they left as it was when they came."

"We have done some remodeling since then, and the surprised carpenter called to our attention the tightly packed insulation in even the tiny cracks around the window frames."

—Mrs. Milton Magnussen, R.R. 1, Lake Mills, Wis.

"I had the ceiling of my building 'hand-packed' with rock wool. Upon inspection, I found thin places and voids in my insulation. Not being satisfied, I called in a Johns-Manville representative. He explained just what could be done and what Johns-Manville Rock Wool Insulation, scientifically applied, would do for me. I decided to have my entire house insulated the Johns-Manville way. (The accompanying photograph shows just what was done in my attic.)

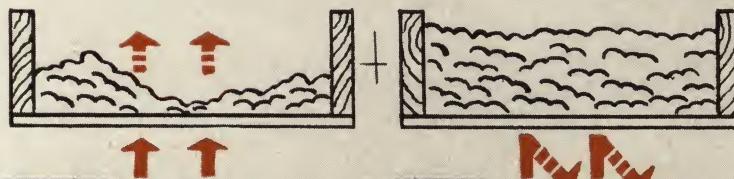
"Thanks to Johns-Manville and their well-trained applicators, I can not say too much for Johns-Manville Home Insulation."

— Arthur H. Nye, Marion, Indiana

"Will you please convey my appreciation to the crew of your men who recently installed insulation in our home? The work itself was not only satisfactory but the way it was done pleased us very much. Mrs. Holbrook and I both noticed and commented on how well the men cooperated and that there was no stalling or ungentlemanly conduct.

"It was interesting to watch the work as it progressed and a pleasure to have the men here."

— Charles W. Holbrook, Wauwatosa, Wis.



WRONG . . . HEAT ESCAPES!
Carelessly applied insulation causes heat "leaks." You waste fuel and sacrifice comfort! Even the finest insulating material won't give you the full benefits if installed in a slipshod, skimpy manner. You buy Home Insulation only once. Investigate before you insulate.

RIGHT . . . HEAT HELD IN!
Scientifically "blown" to prevent "voids," Johns-Manville Rock Wool Home Insulation can save you up to 30% on fuel year after year; can keep your house up to 15° cooler in summer. That's why Johns-Manville selects only contractors who rate high in skill and integrity!



THESE OWNERS SAY:

skill makes the difference

"Insulation is no better than the man who installs it!" is a statement published in the U. S. Bureau of Mines Circular 7166.

Every Johns-Manville contractor is not only carefully selected—he is rigidly supervised and trained until his work meets the high standard of Johns-Manville quality.

You can rely on your approved Johns-Manville "Blown" Rock Wool Home Insulation contractor.

J-M ROCK WOOL has contributed to greater comfort and economy in all types of institutional and commercial buildings



CONSOLIDATED
BUILDING, INDIANAPOLIS, IND.



ROOSEVELT ELEMENTARY SCHOOL, MASON CITY, IOWA



COLBERT COUNTY HOSPITAL, SHEFFIELD, ALA.



MEAD-WITTER BUILDING, WISCONSIN RAPIDS, WISC.

In an uninsulated building valuable heat constantly leaks out through the entire roof area during winter months. In summer, the uninsulated roof absorbs the direct heat of the sun and allows it to pass through to the quarters directly under the roof making them unbearably hot.

Year Round Comfort. The purpose of insulating a building is to stop heat inflow during summer, outflow during winter. When a heat-resisting barrier is scientifically placed under the roof surface, buildings are more comfortable the year round and become healthier, more pleasant places in which to live or work.

Operating Economy. By greatly retarding the escape of valuable furnace heat, insulation helps to materially reduce fuel costs. A 4-inch-thick layer of J-M Blown Rock Wool can make an improvement up to 85% in the insulating efficiency of the roof and ceiling area of the average building.

If air-conditioning equipment is in use it can often be shut down more frequently, and for longer intervals, thus effecting further economies.

From all sections of the country, owners of institutional and commercial buildings report, "Insulation is an Investment that Pays for Itself."



ST. THERESA'S R.C. CHURCH, BROOKLYN, N. Y.

Many nationally famous structures have been protected with J-M INSULATION



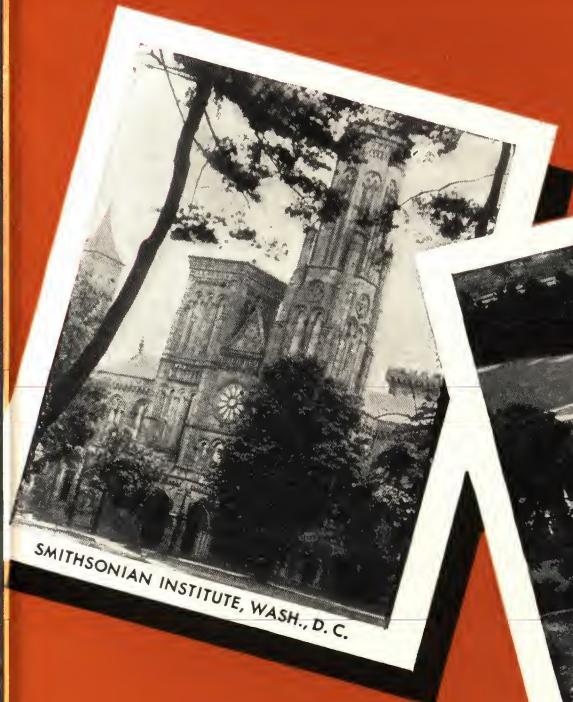
Here are a few of the well known buildings of all types, from coast to coast, that are enjoying the comfort, economy and protection of J-M Rock Wool Insulation:

GEORGE WASHINGTON'S HOME, Mt. Vernon, Virginia
ARLINGTON BLDG., Washington, D. C.
NATIONAL GEOGRAPHIC SOCIETY, Washington, D. C.
SMITHSONIAN INSTITUTE, Washington, D. C.
U. S. DEPT. OF JUSTICE BLDG., Washington, D. C.
U. S. HOUSE OF REPRESENTATIVES, Washington, D. C.
U. S. POST OFFICE BLDG., Washington, D. C.
U. S. SENATE OFFICE BLDG., Washington, D. C.
THE CRANE CO., Chicago, Ill.
SWIFT & COMPANY, Chicago, Ill.
WILLIAM WRIGLEY, JR., CO., Chicago, Ill.
WELLESLEY COLLEGE, Wellesley, Mass.
FEDERAL LAND BANK, St. Louis, Mo.
ANACONDA COPPER MINING CO., Great Falls, Montana
ANSCO CORPORATION, Binghamton, New York
GENERAL MOTORS BUILDING, New York, N. Y.
WARREN GENERAL HOSPITAL, Erie, Pennsylvania
GOVERNOR'S PALACE, Williamsburg, Virginia
M-G-M STUDIOS, Culver City, California
SELZNICK INTERNATIONAL STUDIOS, Culver City, Calif.
E. I. duPONT de NEMOURS CO., Carney's Point, Del.
BURDINE'S DEPARTMENT STORE, Miami, Florida

U. S. SENATE OFFICE BLDG., WASH., D. C.



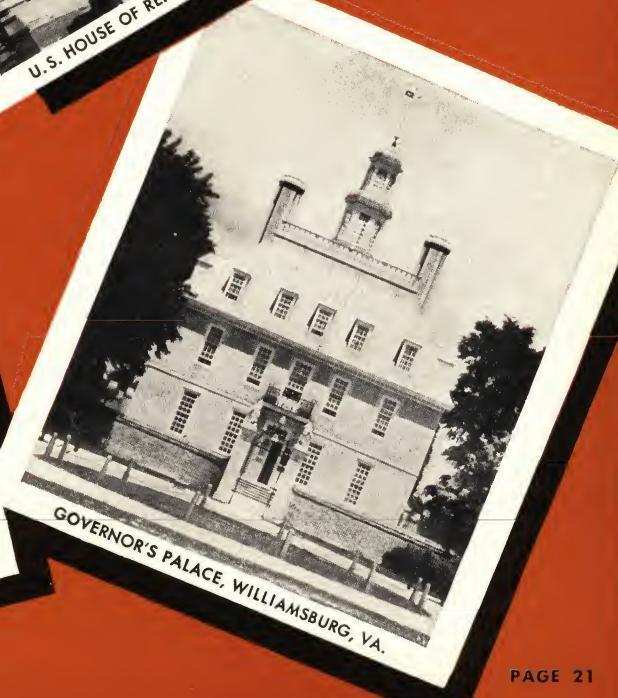
U. S. HOUSE OF REPRESENTATIVES OFFICE BLDG., WASH., D. C.



SMITHSONIAN INSTITUTE, WASH., D. C.



WASHINGTON'S HOME, MOUNT VERNON, VA.



GOVERNOR'S PALACE, WILLIAMSBURG, VA.

additional facts ABOUT JOHNS-MANVILLE HOME INSULATION

I have always understood that the "dead air" in the wall spaces of my home was an excellent insulation. Is that true ?

● It is not true! Most people have the impression that this so-called "dead air space" has a certain insulating value, like the space between the walls of a thermos bottle. It has been conclusively proved that this idea is false. The air in these spaces is not "dead air"; it is "live air", continually circulating. Only tiny "confined air" spaces make excellent insu-

lation, and the material which contains the greatest number of these tiny air cells per unit volume is the best insulator. Air within your walls and roof or attic floor spaces obviously does not fall into this classification, since it is constantly circulating due to the differences in temperature which exist between the wall surfaces.

What effect will J-M Home Insulation have on drafts ?

● Drafts in a home arise from different causes: a direct inrush of air through cracks, generally around a window or door, and air currents set up within rooms due to cold walls and windows. Cold walls act on the air that comes in contact with them

causing a circulation of air within the room with consequent drafts. By filling the hollow wall and roof or attic floor spaces with insulation the walls are kept warm, thus tending to prevent drafts by providing more uniform temperature.

Is there any possibility that the insulation may settle within my walls ?

● No. Exhaustive laboratory tests have proved conclusively that when the insulation is installed in keeping with the Johns-Manville method, it does not settle. The J-M Home Insulation Contractors follow this method to the letter and when they have completed the job of "blowing" your home, every cubic inch of Rock Wool within your walls is packed to the required density. It should be emphasized,

however, that a "fill" type of insulation must be properly installed in order to obtain these results. It requires considerable training and the use of special equipment to do the work right, which is the reason Johns-Manville has been so careful in the appointment of its approved Home Insulation Contractors. You may have complete confidence in the ability of these men to do an expert job in every way.

I understand that I will get the most comfort and economy from insulating my roof or attic. Why should I insulate my walls as well ?

● The answer to the proportionate savings through insulating only the roof or attic, depends entirely upon the style, size, geographical location, and construction of your house. There has been much misinformation on this subject, often crediting roof insulation alone with impossible savings. It should be obvious that the proportion of roof

to wall area (exclusive of windows and doors) must always be taken into consideration. Insulating your roof or attic floor with J-M Home Insulation will add to your comfort and reduce your fuel bills. But only by surrounding your home with a barrier of full thick J-M Rock Wool can you enjoy a full degree of comfort and economy.

How long will it take to insulate my house? Can it be done during cold weather ?

● Naturally, the time required depends upon the size of your home, the type of construction, and the areas to be insulated. A day or two is generally sufficient to carefully and completely install the insulation by the pneumatic blowing process, in

any average size home. The work can be done at any time during the year. So long as it is not actually raining or snowing, the installation can be made with no discomfort or disturbance to the occupants of the house even in coldest weather.

Do I have to make any preparations before you can insulate my home?

Is any redecorating necessary after the job is done ?

● No. It is seldom necessary for the workmen to enter your home except for preliminary inspection or when the insulation is to be installed in the attic. Practically all the work is done from outside without any disturbance to the regular routine of the

household. Your house, both inside and out, is left in the same condition as it was before. Moreover, Johns-Manville approved contractors take special care to protect lawns, vines and shrubs from damage during the blowing operations.

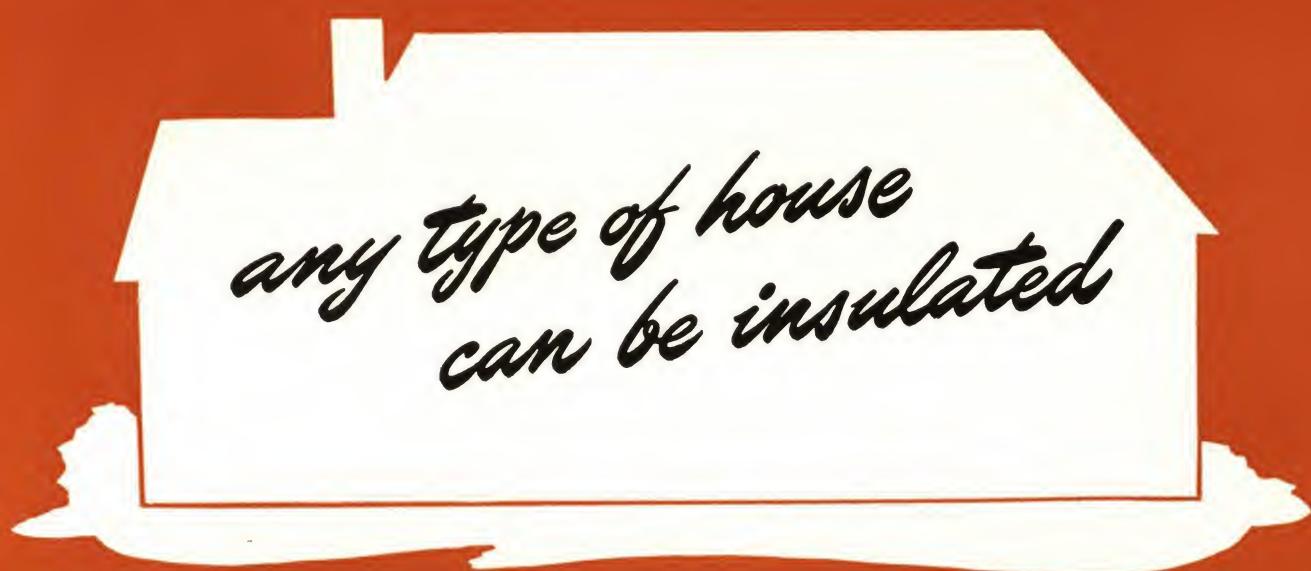
How much will it cost to insulate my house with J-M Home Insulation ?

● This question can only be answered after making a survey of your house. "Blowing" a home is a "made-to-order" job, and the size, shape and construction of each house must be carefully checked.

To find the cost of insulating your home, ask the man who gave you this book to arrange for a free survey and estimate. This will cost you nothing, nor will it obligate you in any way. After all, this is the only scientific and accurate way to answer this question, and determine the cost of obtaining this lasting year 'round home comfort and enjoy-

ing reduced heating expenses year after year.

And remember this. Even now, without the benefits of J-M Home Insulation you are paying for this modern home improvement. You pay for it in heat that leaks out through your walls and roof—money that is literally wasted in heating all outdoors. But once your home is insulated, you put a stop to this unnecessary waste immediately and your investment is quickly returned in reduced fuel bills and increased comfort for yourself and every member of your household.



any type of house
can be insulated

YOU CAN BUY J-M HOME INSULATION NOW
NO DOWN PAYMENT...THREE YEARS TO PAY



U. S. GOVERNMENT AGENCIES ENDORSE HOME INSULATION

Long before Pearl Harbor, a number of U. S. Government agencies urged home owners to insulate to conserve fuel. As one instance, the Bureau of Mines, of the U. S. Department of the Interior, published special booklets recommending Home Insulation and listing many of the advantages and economies which insulation provides. And

during all the war years, Rock Wool Home Insulation continued to be endorsed by authoritative agencies and government officials as an important means of conserving not only the nation's natural resources but manpower and transportation facilities required to produce and deliver fuel.

HAVE JOHNS-MANVILLE BLOWN ROCK WOOL INSTALLED BY . . .

HOME INSULATION CO.

JOHN HOCK

Phone: Genoa 7771

Genoa, Ohio

**Home Insulation
WITH MINERAL PRODUCTS**

Conservation of Fuel for War

BY OLIVER BOWLES

**United States Department of the Interior
Harold L. Ickes, Secretary
Bureau of Mines - R. R. Sayers, Director**

Information Circular 7220 - Sept. 1942





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Phone: Genoa 7771

Genoa, Ohio

HOME INSULATION CO.

JOHN HOCK

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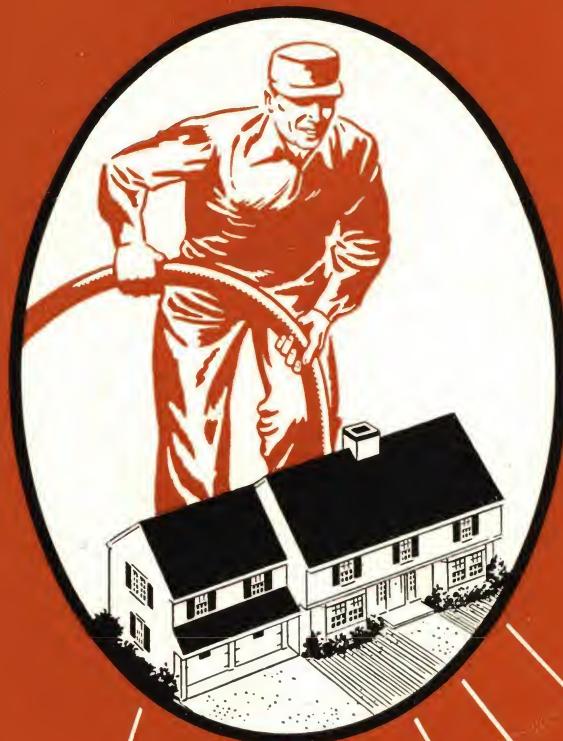


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COMFORT

THAT PAYS FOR ITSELF

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